



“I’m a leader with a passion for product, innovation & digital transformation”

MAÉBH COSTELLO

Strategic Leader

+353 86 309 1842

Cork, Ireland

maebhcostello@gmail.com

Profile

Hi, my name is Maébh.

I’m a seasoned product leader and coffee lover with a proven track record of delivering innovative and **impactful digital experiences**.

I’m looking for **opportunities to lead solutions that solve customers’ problems** with Design, Technology and Data.

I’ve had the privilege to work with and create products for various devices and platforms, **spanning multiple industries** and companies of all sizes and growth stages.

I spend my spare time playing around with different types of Art and Design. When I’m not creating I can be found outdoors. For me, any excuse to be outside is a good one. I love to do yoga, and long walks with my dog.

Work Experience

Sr. Director of Digital Experience & Design GLOBAL ROLE

McKesson - Sept 2020 to Present

Digital Experience: Spearheaded experience growth, which led to organisational and cultural transformation within a Fortune 9 company.

Created & implemented a comprehensive digital strategy that aligned to the organisation's goals. It improved customer engagement and satisfaction, ensured a seamless, intuitive, and responsive experience across all digital and physical commerce touch points.

Product Management: Responsible for product strategy & roadmaps, entailing defining vision, identifying opportunities, prioritising features, and refining based on market trends and user feedback for product competitiveness.

Data: Stood up a ML/AI Automation data strategy to guide decisions, customise customer experiences, and optimise commerce operations.

Business Mindset: Leveraged user research, data insights and design to re-focus the business to solve *the right customer problems*, maximising revenue, customer satisfaction, and operational efficiency.

Digital Transformation: Drove digital transformation in the online domain, using innovative solutions and technologies to improve customer experiences and streamline purchasing.

Collaboration: Fostered strong relationships across various departments including data, engineering, product, and executive leaders to ensure the digital strategy was integrated and aligned with broader organisational objectives.

Leadership: I built and led high-performing teams in Design, Product, Data, and Development. Additionally, I led planning, budgeting, vendor partnerships, and end-to-end program management responsibilities from initiation through execution.

Director of Digital Experience GLOBAL ROLE

McKesson - Jan 2020 to Aug 2020

Principal UX Designer GLOBAL ROLE

McKesson - Sept 2018 to Dec 2019

● *Winner of the Women in IT Award for Innovation - 2019*

Principal UX Designer

Johnson Controls - Feb 2016 to Aug 2018

Passion

Building teams that **solve customer problems** in ways that deliver joy and drive measurable business growth.

Innovation

Believer in challenging norms with new ideas, data and tech. I currently have **1 patent granted and 4 US patent filings**.

Teams I've Led

- User & Customer Experience
- Product Management
- Innovation
- Customer Insights and Analytics
- Software Development
- Technical Writing

Strengths

- Always Curious
- Problem Solver
- Cross-functional Collaborator
- Product Evangelist
- Innovator & Forward-thinker
- Culture & Community Builder
- Visionary & Communicator
- Stakeholder Manager
- Mentor & Motivator

Lead UX Designer

Inhance Technology - Aug 2013 to Jan 2016

UX Designer

Carma - Sept 2011 to Aug 2013

UX Designer

Poppulo - Feb 2009 to Aug 2011

UX Designer & Web Developer

CPG International - Oct 2007 to Jan 2009

UX Designer

Promek Seating Ltd - May 2007 to Oct 2007

E-Commerce Experience Manager

Instore - Dec 2005 to Sept 2006

Education

Women in Global Organisations Peer Mentoring Programme

American Chamber of Commerce - 2024 **New**

Postgrad Cert in Innovation, Commercialisation & Entrepreneurship

University College Cork - 2022

Leading with Strategic Intent

Irish Management Institute - 2021

Professional Diploma in Creativity, Innovation & Leadership

University College Dublin - 2020

Master of Arts in Interactive Media (Hons)

University of Limerick - 2005

Bachelor of Arts in Industrial Design (Hons)

South East Technological University - 2002

Plus various online courses via Coursera, IDEO and LinkedIn

Interests

